II) IN THE CLAIMS:

1. (Original) A method of accessing a primary content file with a client device comprising the steps of:

(a) inputting into the client device a linkage code comprising a routing identification code and an item identification code;

(b) transmitting from the client device to a URL-assembly server a data stream comprising the linkage code;

(c) extracting by the URL-assembly server the routing identification code from the data stream;

(d) obtaining by the URL-assembly server a URL template associated with the routing identification code, the URL template comprising the name of a resolution server and at least one parameter field to be completed by the URL-assembly server;

(e) completing at the URL-assembly server the URL template by filling in the at least one parameter field;

(f) sending the completed URL template to the resolution server named therein as a primary content URL request;

(g) determining at the resolution server the location of the primary content file based on the item identification code; and

(h) the resolution server providing the client device with the primary content file.

2. (Original) The method of claim 1, wherein the URL template is obtained from a routing server.

3. (Original) The method of claim 2, further comprising the step of caching the URL template on the URL-assembly server, along with an expiration date for the URL template.

4. (Original) The method of claim 3, wherein the expiration date for the URL template is obtained from the routing server.

5. (Original) The method of claim 3, further comprising the step of retrieving the URL template from the routing server when the current date is later than the expiration date.

6. (Original) The method of claim 1, wherein the data stream transmitted from the client device to the URL-assembly server further comprises a URL template selection code.

7. (Original) The method of claim 6, further comprising the step of the URL-assembly server extracting the URL template selection code from the data stream.

8. (Original) The method of claim 7, wherein the URL template obtained by the URL-assembly server is also associated with the URL template selection code.

9. (Original) The method of claim 1, wherein the at least one parameter field is filled in with the item identification code by the URL-assembly server

10. (Amended) The method of claim 1, wherein the URL template is further completed by filling in the at least one parameter field with a device identification code.

11. (Original) The method of claim 10, wherein the device identification code is included in the data stream transmitted from the client device to the URL-assembly server.

12. (Amended) The method of claim 1, wherein the URL template is further completed by filling in at least one parameter field with user data.

13. (Original) The method of claim 12, wherein the user data is retrieved from a user database located on a registration server.

14. (Original) The method of claim 13, wherein the user database is populated by a user during a first registration process.

15. (Original) The method of claim 13, further comprising a second registration process wherein the user uses the linkage code to register for a service, and the second registration process uses user data retrieved from said user database.

16. (Original) The method of claim 1, wherein the resolution server provides the client device with the primary content file by transmitting to the client device a primary URL for the primary content file, the primary URL comprising an auto-request code that automatically redirects the client device to a content server containing the primary content file.

17. (Original) The method of claim 16, wherein the primary URL is sent to the client device via a browser.

18. (Original) The method of claim 16, wherein the primary URL is sent to the client device via a proxy server.

19. (Original) The method of claim 1, wherein the linkage code is a bar code symbol, and wherein the step of inputting comprises the step of scanning the bar code symbol with a bar code scanning device connected to the client device.

20. (Original) The method of claim 1, wherein the linkage code is a human-readable alphanumeric text string, and wherein the step of inputting comprises the step of typing in the alphanumeric text string with a keypad connected to the client device.

21. (Original) The method of claim 1, wherein the client device is a wireless device.

22. (Original) The method of claim 21, further comprising a proxy server, by means of which the wireless device communicates with the URL-assembly server, the resolution server and the content server.

23. (Original) A computer system for accessing a primary content file on a primary content server over a computer network with a client device, comprising:

(a) a client device interconnected to the computer network;

(b) a URL-assembly server interconnected to the computer network;

(c) a resolution server interconnected to the computer network; wherein

the client device comprises:

means for inputting a linkage code comprising a routing identification code and an item identification code;

means for transmitting a data stream comprising the linkage code to the URL-assembly server;

the URL-assembly server comprises:

means for extracting the routing identification code from the data stream received from the client device;

means for obtaining a URL template associated with the routing identification code, the URL template comprising the name of a resolution server and at least one parameter field to be completed by the URL-assembly server;

means for completing the URL template by filling in the at least one parameter field;

means for sending the completed URL template to the resolution server named therein as a primary content URL request; and

the resolution server comprises:

means for determining the location of the primary content file based on the item identification code; and

means for providing the client device with the primary content file.

24. (Original) The computer system of claim 23, further comprising a routing server from which the URL-assembly server obtains the URL template.

25. (Original) The computer system of claim 24, wherein the URL-assembly server caches the URL template, along with an expiration date for the URL template.

26. (Original) The computer system of claim 25, wherein the expiration date for the URL template is obtained from the routing server.

27. (Original) The computer system of claim 25, wherein the URL-assembly server further comprises means for retrieving the URL template from the routing server when the current date is later than the expiration date.

28. (Original) The computer system of claim 23, wherein the data stream transmitted from the client device to the URL-assembly server further comprises a URL template selection code.

29. (Original) The computer system of claim 28, wherein the URL-assembly server further comprises means for extracting the URL template selection code from the data stream.

30. (Original) The computer system of claim 29, wherein the URL template obtained by the URL-assembly server is also associated with the URL template selection code.

31. (Amended) The computer system of claim 23, wherein the URL-assembly server further comprises means for completing the URL template by filling in at least one parameter field with the item identification code.

32. (Amended) The computer system of claim 23, wherein the URL-assembly server further comprises means for completing the URL template by filling in at least one parameter field with a device identification code.

33. (Original) The computer system of claim 32, wherein the client device further comprises means for including the device identification code in the data stream transmitted from the client device to the URL-assembly server.

34. (Amended) The computer system of claim 23, wherein the URL-assembly server further comprises means for further completing the URL template by filling in at least one parameter field with user data.

35. (Original) The computer system of claim 34, further comprising a registration server comprising a user database, wherein the user data is retrieved from the user database.

36. (Original) The computer system of claim 35, wherein the user database is populated by a user during a first registration process.

37. (Original) The computer system of claim 35, further comprising a second registration process wherein the user uses the linkage code to register for a service, and the second registration process uses user data retrieved from said user database.

38. (Original) The computer system of claim 23, wherein the resolution server comprises means for providing the client device with the primary content file by transmitting to the client device a primary URL for the primary content file, the primary URL comprising an auto-request code that automatically redirects the client device to a content server containing the primary content file.

39. (Original) The computer system of claim 38, wherein the primary URL is sent to the client device via a browser.

40. (Original) The computer system of claim 38, wherein the primary URL is sent to the client device via a proxy server.

41. (Original) The computer system of claim 23, wherein the means for inputting a linkage code comprises a bar code scanning device for scanning a linkage code in the form of a bar code symbol.

42. (Original) The computer system of claim 23, wherein the means for inputting a linkage code comprises a keypad for entering a linkage code in the form of a human-readable alphanumeric text string.

43. (Original) The computer system of claim 23, wherein the client device is a wireless device.

44. (Original) The computer system of claim 43, further comprising a proxy server, by means of which the wireless device communicates with the URL-assembly server, the resolution server and the content server.